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МЕЖДУНАРОДНАЯ ФЕДЕРАЦИЯ БИБЛИОТЕЧНЫХ АССОЦИАЦИЙ И УЧРЕЖДЕНИЙ



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EVALUATION SECTION  
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## 1 Global statistics – a new approach



### Introduction

The Statistics and Evaluation Section agreed at its meetings in Oslo that it is time to reconsider the basis for our approach to world-wide library statistics and measures; and we were able to report in December that the Section had been granted project money by IFLA to start this process.

So on a cold day in February 2006 Michael Heaney, Roswitha Poll and Pierre Meunier arrived at the headquarters of the UNESCO Institute for Statistics in Montréal to begin a fruitful day of discussion with UIS staff: Simon Ellis (Head of Science Culture and Communications Statistics), Lydia Deloumeaux (Assistant Programme Specialist, Culture Statistics), S. Venkatraman (Programme Specialist, Communication Statistics), and Anne-Catherine Bouchard (IT, Documentalist)

The purpose of the meeting was to discuss with UIS the possibility of a collaborative programme with the Institute and the relevant ISO committee to:

- Review the 1970 Recommendations concerning the International Standardization of Library Statistics;
- Advise on the adoption of measures facilitating the demonstration of impact and outcome;
- Advise on appropriate measures to reflect the use of electronic information sources;
- Advise on the use of appropriate non-library demographic and socio-economic measures;
- Advise on the construction of appropriate indicators using the recommended statistics;
- Advise on additional and supplementary avenues to strengthen the collection of data.

### *The UNESCO Institute for Statistics*

The UNESCO Institute for Statistics was established in July 1999 to meet the growing needs of UNESCO Member States and the international community for a wider range of policy-relevant, timely, and reliable statistics. UIS has four main action areas:

- i. to maintain databases (chiefly education-related) and to act as a custodian of data with a responsibility extending beyond UNESCO;
- ii. to develop new indicators and standards – UIS is a standards-setting body.. This includes the provision of appendices to OECD standards to give them global applicability (by devising simpler but conformant standards which developing countries can use);
- iii. to promote analysis and use of the statistics, and to minimise the burden of collection;
- iv. to build capacity at the national level, e.g. in making available data that had been collected but not published; and by providing expert help.

In pursuing these aims, UIS has particular regard for the needs of the developing world and for enabling them to provide data. It has no means of compulsion and can only persuade and encourage.

UNESCO is reviewing all formal *Recommendations*. Those which have become obsolete may be abandoned. It is UIS's view that such recommendations were too tightly specified and that data collections are better established through negotiations with countries concerned and other relevant bodies so that the precise mix of indicators will depend on current policy needs and available resources. These will be reflected in UIS's work programme. IFLA noted that between the overall UIS mission, and time-specific work programmes, there lies an area of more detailed principles of operation, or philosophy, that is stable over a long period; and that that area is where UIS and IFLA might usefully turn their joint attention.

The focus of any revised UIS programme for gathering data will be 'access to information', with particular attention to cultural diversity. (The 1970 *Recommendations* are not phrased so as to encourage the 'access to information' approach.) Both IFLA and UIS are aware of developing cross-sectoral initiatives and possibilities, across libraries, archives, galleries, museums and other cultural bodies.

UIS used to carry out two questionnaires on library statistics which are on (i) Libraries of Institutions of Tertiary Education and (ii) National, Other Major Non-Specialized and Public Libraries. The last survey was carried out in 2001, and left many gaps in the data. Information on public libraries and those of tertiary education for the developing world is almost entirely lacking. Tertiary education is one area where, in the developed world, integration with electronic information and globalisation (or de-localisation) has gone furthest. School libraries are a problem in library statistics and a better approach may be to look at data in education statistics. The impact on university entrants of having had access school libraries was noted. At this moment, it was not thought possible to include statistics for special libraries.

### *Demographic data*

UIS suggested several major international household surveys which present detailed socio-demographic information and which could be used to identify users and especially those who do not use libraries. Such household surveys bypass the difficulties of data collection by library bodies, and are the only potential source of data of non-users of library services. It is, however, difficult to influence the content of such surveys.

Relevant surveys noted included the Demographic and Health Survey (DHS) (U.S. Agency for International Development) the Living Standards Measurement Study (LSMS) (World Bank), and the Multiple Indicator Cluster Survey (MICS) (UNICEF) In addition international skills assessments which take place within schools present information on reading and numeracy skills. One of the most successful is the Programme for International Student Assessment (PISA) (OECD), but similar programmes exist for other regions eg the Southern African Consortium for the Measurement of Educational Quality (SACMEQ).



Above, left to right: Pierre Meunier, S. Venkatraman, Lydia Deloumeaux, Simon Ellis, Roswitha Poll, Mike Heaney, in the offices of the UNESCO Institute for Statistics

Many surveys bodies are participants in the International Household Survey Network, established to foster better use of survey data for policy making and monitoring.

We noted that the UIS has recently developed the Literacy Assessment and Monitoring Programme (LAMP) with an improved concept of what constitutes 'literacy'.

#### *Desiderata for global statistics*

In its initial comments relating to the ISO definitions, UIS noted that the capabilities and needs of developing countries must be taken into account; that FTE figures are problematical; and that not just the figures, but the response rates too are important. Financial data is hard to come by.

IFLA noted the distinction between 'passive capabilities for people to access information' (collections, libraries etc. – 'enabling') and 'active access to information' (loans, pages downloaded, etc. – 'use'). All figures promulgated should be able to reflect one or the other of these aspects. We agreed that ISO should look at its proposals to identify those elements which best reflect these aspects.

The categorisation of areas of interest was reviewed:

#### IFLA:

- Enabling infrastructure (passive access to information)
- Use (active access to information)
- Supporting demographic information

#### UIS:

- Users – of central importance
- Staff
- Collections
- Other events and services.
- Excluded: finance

Other methods (e.g. surveys) are needed to deal with non-use.

#### *A Programme for Action*

A list/database of sources for library and information statistics would be useful.

Library statistics may be collected by or obtained from different institutions, for example:

- Library associations
- Ministries (e.g. of science, culture, education)
- National or regional statistics units

IFLA can use its contacts to establish the best sources for categories of data in each country. ISO could use the national standardization institutes for identifying such sources. A collection of contacts may be produced and maintained by UIS with data from IFLA. A scoping study using the list in a region would be useful, to see what is available. Latin America was suggested.

The revision cycles of major global surveys should be investigated. A possible route would be to seek to influence them at the national level. UIS will look further at such secondary indicators.

We agreed that ISO would look at the issues at its meeting in Paris in May 2006, drawing up a list of data elements having regard to the present discussions.

UIS suggested that the production of a triple-badged (UIS, IFLA, ISO) questionnaire could be investigated, to be used in a scoping study. The aim of the questionnaire would be to assess what data might be available across a large number of countries in the world.

Both parties agreed to continue to aim towards a post-WLIC conference in August 2008, drawing these threads together.

### *The ISO meeting*

Roswitha Poll took the proposals to the next meeting of ISO/TC 46/SC 8 in Paris during May; Simon Ellis from UIS was able to attend this meeting. The Subcommittee (Quality - Statistics and Performance Evaluation) resolved that Working Group 2 (International Library Statistics) 'shall send a set of global measures for library statistics, extracted from ISO 2789, to IFLA and UNESCO for the purpose of testing the measures for the next revision of the standard'.

The draft dataset is given below.

*Michael Heaney*  
*Chair of the Section Committee*

### **2 ISO Preliminary set of possible data for global library statistics**

The dataset opposite was agreed at the ISO/TC 46/SC 8 meeting in Paris in May.

#### *Definitions in ISO 2789*

(These are the general definitions; information from additional notes has only been added in some cases)

#### *1. public library*

general library that serves the whole population of a local or regional community and is usually financed, in whole or in part, from public funds

#### *2. library of an institution of higher education*

library whose primary function is to serve students, academic and professional staff in universities and other institutions of education at the third (tertiary) level and above

#### *3. members of institutions of higher education*

students, academic and professional staff

#### *4. volume*

physical unit for a printed document assembling a certain number of leaves under one cover to form a whole or part of a set

#### *5. library collection*

all documents provided by a library for its users; comprises documents held locally and remote resources for which permanent or temporary access rights have been acquired.

#### *6. electronic serial*

serial published in electronic form only or in both electronic and another format

#### *7. e-book*

digital document, licensed or not, where searchable text is prevalent, and which can be seen in analogy to a print book (monograph)

#### *8. database*

collection of electronically stored descriptive records or content units (including facts, full texts, pictures, and sound) with a common user interface and software for the retrieval and manipulation of the data

#### *9. seats*

seat provided for users for reading or studying, whether with or without equipment

#### *10. opening hours*

hours in a normal week when the main services of the library (e.g. reference and loan services, reading rooms) are available to users

#### *11. Internet session*

Internet access by a user from a workstation owned by the library or from a user's private computer in the library via the library's network

#### *12. online catalogue*

database of bibliographical records describing the collection usually of one particular library or library system

#### *13. event*

exhibitions; other events, typically with a literary, cultural or educational intent (definition taken from the text)

#### *14. library employee*

person who works for a library in return for payment

#### *15. active borrower*

registered user who has borrowed at least one item during the reporting period

		Nr. of definition	Remarks
<b>Background data</b> (for each country)			
<b>Libraries</b>	Number of libraries by type <ul style="list-style-type: none"> <li>▪ Public</li> <li>▪ Higher education</li> </ul>	1 2	Split up as to size?
<b>Population</b>	Number of persons <ul style="list-style-type: none"> <li>• Population of the country</li> <li>• Members of institutions of higher education</li> </ul>	3	Data from UNESCO UIS
<b>Library-collected data</b>			
<b>Resources for information access</b> (passive availability)			
<b>Collection</b>	Collection size (volumes)	4 5	Split up as to size "Volumes" instead of "physical items" to avoid problems in counting e.g. microforms or AV-media
	Number of electronic serials (subscriptions)	6	
	Number of e-books	7	
	Number of databases	8	
<b>Library as a physical place</b>	Working-places (seats)	9	"Seats" preferred to "space in sqm", as the count is easier. Number of seats also indicates if there is a large area for users
	Opening hours (in a system: of the central library)	10	To show accessibility. An alternative to counting the opening hours of the central library in a library system would be to count "non-duplicated opening hours" in the system, so that the longest time, even of a branch library, is taken.
<b>Services</b>	Internet access from the library possible (yes/no)	11	
	Online catalogue available (yes/no)	12	
<b>Cultural activities</b>	Number of events	13	To show influence on cultural life
<b>Staff</b>	Total number of employees (FTE) <ul style="list-style-type: none"> <li>• of these female</li> </ul>	14	
<b>Use of information access</b> (active access)			
<b>Users</b>	Active borrowers	15	"Registered users" could be misleading in comparisons, as in some institutions/communities every member of the population is automatically "registered"
	Later: active users	16	This might replace "active borrowers" as soon as identification in electronic use is generally possible
<b>Use</b>	Number of loans	17	
	Number of downloads	18	Important to test one measure for electronic use
	Library visits	19	Only physical visits
<b>User training (alternatives)</b>	Number of training sessions	20	To show the new role of libraries as teaching libraries
	Attendances at training sessions		
<b>Costs of information access</b>			
<b>Expenditure</b>	Operating/recurrent expenditure	21	
	Expenditure on literature and information	22	



**16. active user**

registered user who has visited or made use of library facilities or services during the reporting period. This may include the use of electronic library services within or outside the library.

**17. loan**

direct lending or delivery transaction of an item in non-electronic form (e.g. book), of an electronic document on a physical carrier (e.g. CD-ROM) or other device (e.g. eBook reader), or transmission of an electronic document to one user for a limited time period (e.g. eBook)

**18. download**

successful request of a descriptive record or content unit, e.g. for displaying, printing, saving, or emailing content downloaded  
*content downloaded*  
content unit that is successfully requested from a database, electronic serial or digital document.

**19. visit**

person (individual) entering the library premises

**20. user training**

training programme set up with a specified lesson plan, which aims at specific learning outcomes for the use of library and other information services

**21. operating expenditure**

expenditure incurred in the running of a library. Money spent on staff and on resources that are used and replaced regularly (see ISO 11620). This includes expenditure on employees, rent, acquisitions and licensing, binding, computer network (operations and maintenance), telecommunication, building maintenance, repair or replacement of existing furnishings and equipment, etc

**22. expenditure on literature and information**

Includes the library's acquisition, subscription and licensing costs, excludes cost of binding and costs of infrastructure like hardware and software (definition taken from the texts).

### 3 Seoul congress (1) Programmes



**Quality measures on a national scale**

Open Programme sponsored jointly by the IFLA Section for Statistics and Evaluation and the Division of General Research Libraries

Benchmarking between individual libraries or small comparator groups is now well established. But how do we benchmark library quality on a national scale? This session will investigate how to identify measures of quality which will have broad applicability.

- Benchmarking and statistics: "Cheap, useful, and fairly valid" by EVE WOODBERRY (Council of Australian University Libraries, CAUL)
- Towards establishing an integrated system of establishing an integrated system of Quality Assurance in South African Higher Education Libraries by KARIN DE JAGER (University of Cape Town, South Africa)
- Benchmarking efforts of Austrian academic libraries by MARIA SEISSL (Vienna University Library and Archive Services, Austria)
- Quality measures on a national scale - comparison of Projects by ROSWITHA POLL (former director of Münster University Library, Germany)

**Evidence-based Knowledge Management**

Open Programme sponsored jointly by the IFLA sections for Knowledge Management and for Statistics and Evaluation

Knowledge Management is an exciting new area for library and information professionals. But how much is the practice of Knowledge Management based on good statistical and factual evidence? What methods of evaluation and benchmarking have shown to be effective in justifying return on investment in Knowledge Management initiatives?

- Measuring the impacts of knowledge management by JONG-AE KIM (Dongbu Information Technology Co., Ltd., RTE Consulting Center, Seoul, Korea)
- Transforming data to build knowledge for healthy libraries by JAN SUNG (Eastern

- Illinois University, Charleston, Illinois, USA), ALLEN LANHAM and NACKIL SUNG
- Knowledge sharing capabilities in today's university libraries *by* MEHRI PARIROKH (Ferdowsi University of Mashhad, Mashhad, Iran), FARHAD DANESHGAR (University of New South Wales, Sydney, Australia) and RAHMATOLLAH FATTAHI (Ferdowsi University of Mashhad, Mashhad, Iran)
- Library administrators knowledge management practices and perceptions when conducting organizational performance assessment *by*
- LARRY WHITE (Institution: East Carolina University, City and Country: Greenville, North Carolina USA)
- Building a culture of assessment in Lisbon public libraries: A knowledge management approach *by* LEONOR GASPAS PINTO (Library Management Division, Lisbon Municipality, Lisbon, Portugal)
- Multi-faceted approach to citation-based quality assessment for knowledge management *by* LOKMAN I. MEHO and KIDUK YANG (School of Library and Information Science, Indiana University, Bloomington, Indiana, USA)
- K. M. and I. S. O. quality are meant for continual improvement *by* LUCIANA SACCHETTI (Department of Statistics, University of Bologna, City and Country: Bologna, Italy)
- A consideration of the introduction of six sigma theory to libraries for raising service competitiveness *by* DONG SUK KIM (Hanyang University, Seoul, Korea)

#### 4 Seoul congress (2) Meetings

##### STATISTICS & EVALUATION SECTION STANDING COMMITTEE 1

The First Standing Committee meeting will be held 11:30-14:20 on Saturday, 19 August 2006, Session 30.

###### AGENDA (draft)

1. Welcome & introductions
2. Adoption of the agenda
3. Adoption of the Minutes from the Standing Committee meetings in Oslo (published in the December Newsletter)
4. Report from Professional Board and Coordinating Board Meetings

##### 5. Statistics and Evaluation Section events at the Oslo Conference

###### A. Quality Issues in Libraries Discussion Group:

Quality in digital reference services - how can we assure it, how can we measure it? 16:00-18:00 on Monday 21 August, Session 98

###### B. Open Program:

- (a) Statistics and Evaluation with Division of General Research Libraries  
Quality measures on a national scale, 08:30-10:30 on Tuesday 22 August, Session 105
- (b) Knowledge Management with Statistics and Evaluation  
Evidence-based knowledge management, 13:45-18:00 on Wednesday 23 August, Sessions 141 and 146

###### C. IFLA Booth

##### 7. Report of Financial Officer

##### 8. Activities of the Standing Committee

###### A. Projects

1. Global statistics
2. Outcome measures
3. Women's issues
4. Library schools

###### B. Publications

1. Newsletter

##### 9. Review of Strategic Plan 2006-2007

10. Durban WLIC 2007
11. Planning for Quebec WLIC 2008
12. Member activities
13. Any other business

##### STATISTICS & EVALUATION SECTION STANDING COMMITTEE 2

The Second Standing Committee meeting will be held 11:00-13:50 on Friday, 25 August 2006, Session 185.

###### AGENDA (draft)

1. Welcome & introductions
2. Adoption of the agenda
3. Statistics and Evaluation Section events at the Seoul Conference
- A. Quality Issues in Libraries Discussion Group
- B. Open Program
- C. IFLA Booth

##### 4. Reports of other meetings

## 5. Activities of the Standing Committee

### A. Projects

### B. Publications

#### 7. Durban WLIC 2007

#### 8. Quebec WLIC 2008

Montréal satellite conference

#### 10. Any other business

### 5 Durban 2007: Special libraries



The theme in Durban will be 'Libraries for the Future: Progress, Development and Partnerships'. We shall be concentrating on an area for which there is a distinct demand, under the title, 'Special libraries need

special measures' in conjunction with Division II, Special Libraries. We hope also to conduct an introductory workshop on "How to collect and use statistics".

'Special' is used here to mean libraries not in the mainstream public or academic sector – for example, the library of a scholarly society, or the library of a law firm, or the library of a multinational company. These libraries face particular challenges when it comes to measuring evaluating and reporting their activities. And can the solutions be used to improve statistics and evaluation in the mainstream sectors?

### 6 Performance Measurement

The 7<sup>th</sup> Northumbria International Conference on Performance Measurement in Libraries and Information Services will be held in Cape Town, South Africa on 13-16 August 2007 as an IFLA satellite pre-conference. The Universities of Cape Town and Stellenbosch will be responsible for arranging the Conference, in conjunction with the Northumbria conference committee, The theme of the conference is "Quality assurance and outcomes assessment in libraries and information services".

The venue for the conference will be the Spier Hotel and Conference Centre in the heart of the Stellenbosch Winelands and just thirty minutes from Cape Town International airport. Details are available at <http://www.spier.co.za/>

### 7. Quebec and Montréal 2008



The 2008 World Library and Information Congress and 74<sup>th</sup> IFLA Conference will be held in Quebec on 10-15 August 2008. We hope that we shall be able to follow this with a post-IFLA satellite conference in Montréal to launch the revised global statistics for libraries in conjunction with the UNESCO Institute for Statistics and ISO. Details may be available by the time of the Section meetings in Seoul.

### 8. International Marketing Award 2007

The IFLA Management & Marketing Section announces the 5th IFLA International Marketing Award-2007 (sponsored by Sirsi Dynix). The Award will honour organizations that have implemented creative, results-oriented marketing projects or campaigns.

The Award winner will receive airfare, lodging and registration for the 2007 IFLA General Conference and Council in Durban, South Africa, as well as a cash award of USD 1,000.

A Full announcement and Application form will be made available on IFLANET shortly. The last date for submitting applications is 30 November 2006.

For previous years' award please visit: <http://www.ifla.org/VII/s34/index.htm>

Contact for further queries: Ms. Daisy McAdams, email [Daisy.McAdam@ses.unige.ch](mailto:Daisy.McAdam@ses.unige.ch)

# 백짓장도 맞들면 가벼다

(Baek Jit Jang Do Mat Tul Myun Gah Byup Dah)

"Even a sheet of paper seems lighter when two people lift it together" – *Korean proverb*

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The COEX Convention Exhibition Centre, Seoul  
(from <http://www.lifeinkorea.com/Images/Seoul/Coex005.jpg>)